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The St. Charles

Occupies almost an entire City Block in the heart of the Business and Amusement Centre. Practically every Railroad and Steamship Company entering New Orleans have their ticket offices in the Building.

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The St. Charles

NEW ORLEANS

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NEW ORLEANS, the metropolis of the South and the Mississippi Valley, and the Winter Capital of America, is a city of over 350,000 inhabitants, and was founded by Bienville, a French-Canadian, in 1718. It lies 110 miles from the mouth of the Mississippi River, and comprises the entire Parish of Orleans, with an area of 196 $\frac{1}{4}$ square miles. It has a harbor ranging in depth from over 200 to 35 feet, thirty miles of wharves, a part of which are covered by municipally owned, modern steel sheds, and a public belt railroad, which, free of charge transfers commodities to and from the railroads. It is the largest coffee, banana, sugar, cotton, rice, nitrate, cigar, cigarette, sulphur and salt market in the United States, and, by reason of its geographical location, enjoys unusual rail and ocean transportation facilities. Its population is principally American, with a large number of French-speaking inhabitants—the Creoles of Louisiana, who live, for the most part, in that section lying below Canal Street, known as the French, or Creole quarter.



TYPICAL DOCK SCENE IN NEW ORLEANS

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THIS wonderful confection, packed in unique Cotton Bale boxes, a souvenir of New Orleans and the Sunny South, can only be purchased at our own retail stores in New Orleans and Atlantic City, and at the news stand of the St. Charles Hotel.

We manufacture a most attractive assortment of high grade chocolates and bon bons on sale at our own retail stores, at our hundreds of sales agencies throughout the United States and at the news stand of the St. Charles Hotel. FUERST & KRAEMER candies are known everywhere.

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and when in Atlantic City to make their headquarters at our store No. 1035 Boardwalk, corner Pennsylvania Ave.

Fuerst & Kraemer
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Makers of High Grade Chocolates and
Creole Pralines.

Socially, New Orleans is delightful; and, by reason of this, and her historic interest, cosmopolitanism, foreign characteristics, her famous cuisine, her Mardi Gras and manifold amusements, New Orleans is known as the "Winter Capital of America." Motor-boating and yachting on Lake Pontchartrain may be enjoyed all-year-around, due to the open winters; and in summer-time New Orleans is cooler than New York, Chicago and many of the large cities far to the North. This is due to being surrounded by rivers and large lakes, and the near proximity of the Gulf of Mexico to the southward, and the prevailing breezes in summer-time being from that quarter. Within less than two hours by rail from New Orleans one can enjoy salt-water bathing in Mississippi Sound, this beautiful stretch of coast, from a few miles east of New Orleans to Mobile, Alabama, being known as the "Riviera of America," and is filled with Northern sojourners in the winter-time, and New Orleans residents in the summer. Waveland, Bay St. Louis, Pass Christian, Mississippi City, Long Beach, Ocean Springs, Gulfport, Biloxi, Seranton and Pascagoula are the most noted of these coast resorts.

From the standpoint of the epicure, New Orleans is the one bright spot on American soil. Her cooks, descended of the best of their kind in France and Spain, and taking on the added art of the Creole, produce viands which have created for this city a reputation at home and abroad. Shrimp, both river and lake, crayfish, crabs and oysters are among the specialties of New Orleans sea foods. It might be added that New Orleans is the largest oyster market in the world, and one of the largest fish markets in the United States, while the huntsman and fisherman are offered the rarest sport in the bayous and marshes of the country immediately adjacent and within forty minutes' ride.



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NEW ORLEANS, LA.

New Orleans, by reason of its open winters, is the place par excellence for outdoor sports, and is abundantly equipped for the enjoyment of such votaries. There are two golf clubs, several tennis clubs, numerous rowing clubs, splendid yacht clubs for both sailing and motor-boating, an automobile club, baseball and football, basketball, track and field sports, a polo club, athletic clubs, with salt-water plunge baths. The visitor is hospitably entertained, and some friend may always be had to obtain privileges of the private clubs.

Nowhere else in America are the disciples of Izaak Walton and Nimrod likely to find the peculiar combination of advantages possessed by the immediate vicinity of New Orleans for fishing and hunting.

The hundreds of lakes, bays, bayous, lagoons and streams of fresh or salt water surrounding the city offer the rarest sport for the duck hunter in winter-time, and either fresh or deep-sea fishing may be had. Wild turkey, quail, doves, snipe, plover, papabotte, geese and the mallard, teal, spoonbill, pin tail, canvasback, redhead, ringed-neck and other varieties of duck abound in great numbers. There are innumerable private or public clubs which afford entertainment and facilities for the visitor, and the exhilarating sport of hooking the great fighting tarpon, jackfish and "leaping" shark is found all along the Mississippi Sound, or nearer in the passes between the lakes and the Sound. Big game, such as bear, deer, panther, "bob-cats," as well as opossums, raccoons, rabbits and squirrels, may be had, and even an occasional alligator. In a ride of less than one hour from New Orleans the visitor is in a sportsman's paradise. Speckled and green trout, sheepshead, pompano, buffalo, sunfish, redfish, red snapper, drum, black and striped bass, Spanish mackerel, perch and croakers abound everywhere. Much of this sport can be obtained at the very city limits of New Orleans (for the parish and the city are one and the same), making New Orleans literally a sportsman's Mecca and metropolis.



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NEW ORLEANS

To the visitor the French Quarter is naturally the most interesting. The old quarter is bounded by the river, Canal and Rampart Streets, and here are to be found the quaint and massive old French and Spanish houses, the wide, paved court-yards with tropical vegetation and flowers, the antique stores, famous restaurants, quaint shops possessed by quaint people, nearly all speaking the French language in preference to English.

Canal Street is the dividing line between the French and American Quarters. The French is "downtown"—to the north. This is due to the fact that the Mississippi River, as it passes the head of Canal Street, flows directly north. Hence the residents speak of "uptown" and "downtown" instead of north and south—a point well worth remembering in going about the city.

In the French Quarter are located the greater portion of the historical buildings and sites which are enumerated elsewhere.

The young French colony of New Orleans attracted many of the foremost families of France, and they brought with them thousands of articles of art, virtu and embellishment of the nobles and their followers, who sought fame and additional riches in the land of the Mexican Gulf.

It is in the quaint old French portion of the city that the new-comer naturally seeks the shops of the dealers in odd things, and it is here that they are found. Not numerous, the supply being small and the antiques real, for there is no factory making New Orleans antiques. These shops may be found in Royal, Bourbon and Chartres Streets, in the vicinity of Canal Street.



OLD FRENCH MARKET



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St. Charles Hotel

New Orleans has spent \$28,000,000 in completing one of the most elaborate systems of sanitation in the world. The huge water-filtration plant gives to the residents a crystal, soft and wholesome water. The drainage system has dried out the surface soil, and huge skyscrapers with deep cellars are to-day standing in New Orleans.

The waterworks plant, one of the best in the United States, is the largest of its type in the world. It comprises a system of sedimentation, coagulation and filtration through American rapid filtration system. There are two pumping stations of 80,000,000 gallons capacity per day, with an average pressure of 75 pounds, and a maximum of 100 pounds, while across the river there is a 4,000-gallon miniature independent system. There are 500 miles of distribution mains and pipes, and active filtration was begun February, 1909. The cost of the waterworks and filtration plant is \$7,000,000.

The sewerage system has been in operation since October, 1905, and of the 375 miles projected 305 are completed. There are two main pumping stations and five sub-stations. The cost when completed will be \$5,500,000.

The drainage plant of New Orleans was put into operation in January, 1900, and when completed will cost \$15,000,000. The area drained is from the Mississippi River to Lake Pontchartrain, and from the upper protection levee to the lower parish line. There is a central power plant generating electricity for the operation of seven pumping stations. There are 103 miles of canals, twenty-three miles of tide-level out-fall canals, and eighty miles of low-level canals. Of the latter, twenty miles are masonry-lined, five miles are wood-lined, remainder being open excavations. The latter will eventually be masonry-lined, and in the built-up areas will be covered. A total of 45 per cent. of the drainage work has been completed.



NEW ORLEANS WATER-FILTRATION PLANT



The St. Charles
NEW ORLEANS, LA.



THE St. Charles has been numbered among the world's noted hostelrys for almost one hundred years. New Orleans boasted of its St. Charles Hotel as early as 1834, and with good reason, for at that time there was probably not its equal anywhere on the American continent.

Replete with historic interest, it has housed many of the most famous men of the century, and its corridors contain to-day many pictures of men and events that bring to mind the stirring times of old New Orleans. Charles Dickens made the St. Charles his stopping place while on his celebrated tour of America.

Oakey Hall, Mayor of New York City during the epoch of its greatest prosperity, visiting New Orleans in '54, said of the St. Charles: "Set the St. Charles down in St. Petersburg and you would think it a palace; in Boston, and ten to one you would christen it a college; in London, and it would marvelously remind you of an Exchange; in New Orleans it is all three." Nor was Oakey Hall the only visitor who broke out into such warm, enthusiastic and rapturous admiration of the St. Charles. Lady Wortley, an English lady, who had "done" Europe thoroughly, and was in search of something new and startling in America, pronounced the St. Charles a superb edifice, very similar to St. Peter's at Rome, and praised its "immense dome and Corinthian portico" as the finest piece of architecture she had ever seen anywhere in the world.



OUT-DOOR DINING TERRACE



OFFICE AND ROTUNDA

The present magnificent structure, occupying almost an entire city block square, is the third Hotel St. Charles to occupy the same site. Correct and modern in all its appointments, it furnishes accommodation for twelve hundred guests, while the Convention Halls, Banquet Rooms and other public Assembly Rooms provide ample



The St. Charles in 1834



The St. Charles in 1853

entertainment space for many hundreds more.

A complete Turkish and Russian Bath Establishment is one of the up-to-date features of the present Hotel and is furnished with the most modern of hydropathic equipment. Every department is in charge of an expert in his line.

The Vice-President and General Manager of the present operating company, Mr. Alfred S. Amer, is well and favorably known to the travelling public, and is a graduate of what is known as the Boldt school, having been for many years connected with the management of the Waldorf-Astoria in New York before coming to New Orleans.



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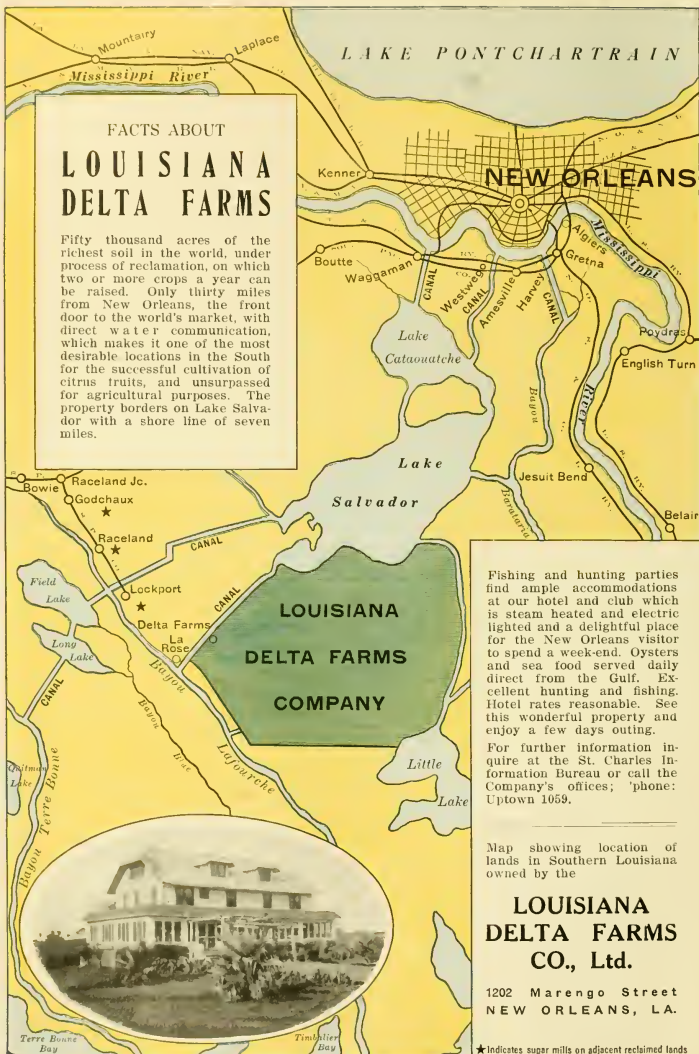
THE Italian Garden which has been one of the features of the St. Charles has been entirely remodeled and enlarged as to seating capacity and now is capable of accommodating 1200 persons. It is situated on the second floor between the Music Room and the Empire Parlors and covers a space, together with its outdoor dining terrace, of over 8,000 square feet. It is used for Afternoon Tea, After-theatre Suppers, Balls, Receptions, Concerts and other large functions.



THE St. Charles is especially well equipped to accommodate the many large conventions, and meetings of public men attracted to New Orleans by reason of its climatic, geographic and railroad superiority, and it is no unusual occurrence to house from 500 to 1,200 people and provide them with necessary meeting halls, committee rooms, etc. Among the notable gatherings might be mentioned, American Bankers Association, Cotton Conference of Southern Governors, Western Fruit Jobbers Association, American Bottlers Association, National Hardware Manufacturers' Association, Southern Hardware Jobbers Association, National Railway Mail Association and United Typothetae of America.

FACTS ABOUT LOUISIANA DELTA FARMS

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Fishing and hunting parties find ample accommodations at our hotel and club which is steam heated and electric lighted and a delightful place for the New Orleans visitor to spend a week-end. Oysters and sea food served daily direct from the Gulf. Excellent hunting and fishing. Hotel rates reasonable. See this wonderful property and enjoy a few days outing.

For further information inquire at the St. Charles Information Bureau or call the Company's offices; phone: Uptown 1659.

Map showing location of lands in Southern Louisiana owned by the

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★ Indicates sugar mills on adjacent reclaimed lands



CARNIVAL PARADE PASSING ST. CHARLES HOTEL

To the average visitor "New Orleans" means "Mardi Gras."

Mardi Gras is the French expression for Shrove Tuesday, which being the day preceding Ash Wednesday, or the beginning of Lent, makes it easy to follow the analogy of its literal translation—Mardi, Tuesday, and gras, fat—when the further fact is considered that, in its application, it also stands for the last day of the "Carnival"; the latter signifying, in this same connection, "farewell to flesh meat," and finding expression in gala days of revelry.

Common usage in the case of the Mardi Gras at New Orleans has somewhat broadened its original application, so that, to at least the layman, it is synonymous with Carnival, except that there is always the Mardi Gras Day, which is not only the last day of the so-called Carnival week, but the great day of them all. In it are culminated the grandest efforts, and the entire day is given up to a continuous round of gay pageants, masking and merrymaking, feasting and terpsichorean assemblies.

The mainsprings of activity of the Carnival festivities are the secret societies organized for the sole purpose of celebrating the pre-Lenten period. The names of the principal of these societies are numerous, and of them Rex, Proteus, Comus and Momus are the four great organizations. The other mystic organizations are Twelfth Night Revelers, Amphictyons, Krewe of Nereus, Olympians, Falstaffians, High Priests of Mithras, Elves of Oberon and Atlanteans. Throughout these societies there runs a wonderful system of organization, as complete as that of a well-disciplined army.

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STREET MASKERS ON MARDI GRAS DAY

Although co-operating to a single end, so secret are their proceedings that even the personnel of their membership is unknown outside the council chambers. But they work the whole year through (it is said that, as a pageant parades the streets, the work on that for the next year is actually in progress), and they spend for such purposes fabulous sums of money. The result is a brilliant succession of costumed tableaux, masked and unmasked balls and street pageants. The features of the latter are floats or cars, on which is illustrated in spectacular gorgeousness some well-chosen subject.

In one form or another the Mardi Gras festivities have been observed in New Orleans, although at broken intervals, for nearly three-quarters of a century; and continuously, each year, since the close of the Civil War. They had their origin in the custom in olden days of Louisiana's planters and merchants looking to France, their mother country, for their fashions, amusements and literature; one of the results of which was the introduction, in 1827, of the first grand street procession of masqueraders in New Orleans by a number of young Creole gentlemen, some of them just returned from finishing a Parisian education. This was followed ten years later by one on a much larger and grander scale on the Mardi Gras of 1837; and from these the Carnival method of festivity may be said to have been fully launched in the Crescent City.



MARDI GRAS PARADE

The subjects of these pageants are changed every year, and are kept a profound secret until their actual appearance on the streets. A sufficient guarantee of their splendor and interest for future seasons is their past reputation and the citing of a few of the subjects that have been illustrated in the gorgeous pageants of the past: By Rex: The Arabian Nights; Realms of Flowers; Visions, Dreams and Legends; Chronicles from Fairyland. By Proteus: A Dream of Egypt; Tales of the Genii; Tales of Childhood; The Rubaiyat. By Comus: Lallah Rookh; Scenes from Biblical History; Songs of Long Ago; Babylon the Magnificent. By Momus: A Dream of Fair Women; the Passions; Paradise Lost; Scenes from Popular Poems.

Varying slightly from year to year, as to the societies participating during the Carnival season, the entire season is, nevertheless, one of activity and general festivity, culminating in the so-called Carnival week and reaching its height on Mardi Gras Day. On the day before Mardi Gras Day, Monday, comes Rex, King of the Carnival, accompanied by his nobles and attendants in waiting to his "much-beloved Capitol." His proclamation, long before posted throughout



PASSING UP CANAL STREET

the country, and familiar to many, shows excellently the mock assumption of regal power, and the spirit in which the festivities of Mardi Gras are carried out and heartily received by the populace of New Orleans. Rex usually, although not necessarily, makes his journey to the city by way of the river on his "Royal Yacht," escorted by the "Royal Flotilla"—which royal yacht and royal flotilla vary, according to his whims, from private yachts to visiting war vessels of the United States and foreign nations, with accompanying tugs and merchant steamers. The arrival of the gaily-decorated flotilla, amid the booming of cannon and the loud sounds of music, is to the stranger an interesting feature of Mardi Gras and should not be missed. On landing, Rex and his retinue, in brilliant military and civic procession, escorted by his especially-selected body-guard—usually some crack military organization, visiting or local—proceeds to the City Hall, where he receives the keys of the city. From then on his rule is absolute, and his "royal standard of purple, green and gold" waves over the city in token of his sovereignty. In the evening of the same day, Monday, occurs the tableau ball of the Krewe of Proteus at the French Opera House, preceded by its grand pageant on the streets.

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The baths at the Springs are famous for their curative properties. Pluto Water is recommended by physicians everywhere for indigestion, constipation, kidney, liver and stomach troubles. No metropolitan hotel offers its guests greater luxury or greater possibilities for entertainment than French Lick Springs Hotel.

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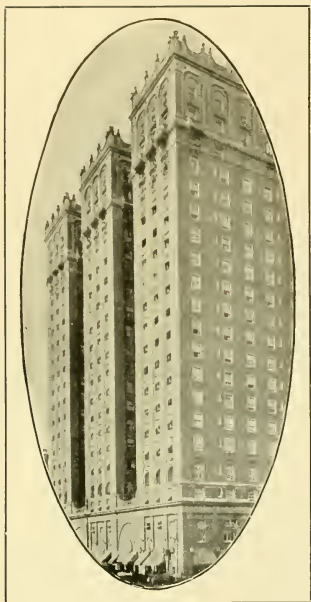
THE next day, Mardi Gras Day, brings the masking on the streets and a general spirit of revelry, also the daylight pageant of Rex, and the evening pageant of the Mystic Krewe of Comus, the latter followed by a grand Comus ball at the French Opera House, and the Rex ball; or, as announced, "grand reception at the Imperial Palace by the King and Queen of the Carnival and Royal Party, and ball in the Palace adjoining the Throne Room of the Imperial Palace." Then, of course, there are numerous other balls and entertainments throughout the city.



Rex and his queen—for at the social functions he is accompanied by his queen, whose crown and jewels have been on public exhibition for days before—after their reception is over and the Rex ball is fairly launched, go to the French Opera House, as a matter of courtesy, it is presumed, to King Comus—for Comus, too, is a king. This ball, the Comus ball at the French Opera House, is the elite affair of the Carnival—"the essence and pinnacle of interest in all the ceremonies of Mardi Gras." At it the extremest of full dress is exacted, and the ladies are only allowed to be seated during the period preceding the general dancing, the gentlemen standing in the background. First come spectacular groupings, or tableaux, of the costumed maskers from off the floats of the street parade, after which the music strikes up the first notes of the dance. Then the maskers leave the stage, each selecting from the dress circle the lady of his choice. They return with them to the stage, where they are led by the King and Queen in the grand march. At its conclusion, masks and costumes disappear and the general dancing begins.

The St. Charles Hotel, the third to bear this historic name on the same site, has always been closely connected with Carnival tradition. Here gather the loyal Dukes of the Realm before proceeding in their carriages to the Royal Pier to welcome Rex on the arrival of the Royal Yacht and escort him in state to the City Hall.

All Parades pass in front of the St. Charles Hotel, where guests may view them from the terrace.



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¶ The decorations and furniture combine the comfort of the American Manor house with the smartness of the Eighteenth Century, represented by the brothers Adam and their contemporary Hepplewhite

¶ The rates are reasonable, being for a single room and private bath, \$3, \$4 and \$5 per day; double room with private bath, \$5, \$6 and \$7 per day

WALTON H. MARSHALL, Manager

Points of Interest in New Orleans

(Competent guides may be obtained at hotel)

The Cabildo—Here the transfer of the Province of Louisiana from France to the United States occurred December 20, 1803. The old Spanish Court buildings. Opposite Jackson Square. Levee and Barracks or French Market cars.

St. Louis Cathedral—One of the earliest Roman Catholic churches in Louisiana; several times burned and present building erected in 1794. Levee and Barracks or French Market cars.

Louisiana State Museum—Cabildo, Chartres and St. Ann. An interesting exhibition of the natural products and manufactures of the State. Clio, Carondelet, Levee and Barracks cars.

French Market—Here may be obtained fruits, vegetables, meats, fish, game, etc., in wonderful variety. One of the world's famous market places, occupying four city blocks. Levee and Barracks or French Market cars.

Oyster Luggers Landing—To this river landing come the luggers bearing oysters from the many lakes of the lower coast, the most succulent oysters in America. Levee and Barracks or French Market cars.

United States Mint—Esplanade Avenue and Decatur Street. A good quantity of the silver and fractional currency of the country was minted here. This mint is now unused. Levee and Barracks or French Market cars.



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DAVID BOWDOIN PLUMER, Manager.

Beauregard's Home—Chartres Street, between Ursuline and Barracks, opposite Archbishopric. Once the home of the noted Confederate general. Levee and Barracks or French Market cars.

Archbishopric—Erected in 1727 for the Ursuline Nuns, nine years after the founding of New Orleans. Levee and Barracks or French Market cars.

New Courthouse—Of white marble. Royal, Chartres, Conti, St. Louis. Three blocks below Canal Street. Cost \$2,000,000.

French Opera House—Bourbon and Toulouse Streets, five blocks below Canal Street. Some of the most noted singers and troupes of the world have appeared here. Adelina Patti made her American debut on its stage. Clio or Carondelet cars.

Old St. Louis Cemetery—On Basin, three blocks below Canal Street. Oldest cemetery in the city. Many of the Spanish and French colonists, some of royal blood, are buried there.

St. Roch's Cemetery is especially dear to the Creole Catholics, who make pilgrimages to the shrine to pray for things desired. Villere or Claiborne cars.

Old Absinthe House—Bourbon and Bienville Streets, two blocks below Canal Street. Famous as the one-time headquarters of the famous pirate Lafitte.

O'Reilly's Headquarters—Where the bloodthirsty Spanish Captain General lived in 1769. St. Claude and Hospital Streets. Esplanade Belt cars to Rampart and Hospital Streets.



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The Delgado Museum of Art.

NO feature of New Orleans will appeal more strongly to the visitor of aesthetic tastes than the Delgado Museum and its treasury of paintings, sculpture and applied arts. This handsome structure of classic beauty stands in the City Park and is reached by a superb avenue of Palms. Mounting a broad terrace, the visitor enters a central statuary hall of admirable proportions. To the left a large room is set apart for the collection of pictures, ceramics and furniture that were bequeathed to the museum by the late Isaac Delgado, to whose munificence the city owes the museum building and forms the nucleus for a permanent collection.

The first acquisition of signal importance was a group of jades and other semi-precious stones bequeathed to the institution by the late Morgan Whitney and which constitute one of the finest collections of such work in America.

Then came the Hyams Collection of paintings and objects of Art which at once became the central feature of the museum's treasures. These works were given by the late Mrs. Chapman H. Hyams and are shown in a room especially designed and decorated to receive them. Corot, Diaz, Schreyer, Harpignies, Bonheur, Bouguereau, Ziem, Alma Tadema and many other famous Artists are represented in the collection which is worthy of any museum, and which so eloquently attests Mrs. Hyams' fine taste and careful selection.

Another gift of importance was the Lacost collection of Marble, Wood and Bronze.

The Museum has been the recipient of many donations from individuals and from leading art clubs of the City, and throughout the year one will find in its galleries loan collections and special exhibitions that keep the display ever varied and interesting. At present there are shown superb works from the collections of Mrs. George Q. Whitney and of Mr. J. K. Newman of New Orleans.

Established 1865

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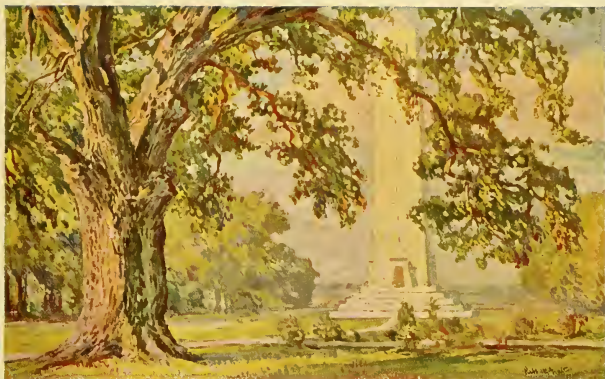
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Spanish Fort—A small village with pleasant gardens, situated on Lake Pontchartrain, at the mouth of Bayou St. John, where General Jackson landed in 1814. This historic place is reached by double-tracked trolley line from Canal and Rampart Streets, or may be reached by walking, driving or motor-boat. One may alight from the Esplanade Belt cars at the bridge where it crosses Bayou St. John, follow the white shell road along the clear winding stream and enjoy a glimpse of Holland, for the wide flats and the sails of the oyster luggers form a pretty picture as they move in and out with the tortuous stream.

Chalmette Cemetery is located near the old historic battlefield where the Battle of New Orleans was fought between the British and American forces on January 8, 1815. The Dauphine car will take passengers within a short distance of the entrance. This is a national cemetery tastefully laid out and beautifully kept.

Metairie Cemetery is the handsomest in the city. It contains many beautiful monuments, among which may be mentioned those of General Albert Sidney Johnston and General Stonewall Jackson, also the tombs of the Army of Northern Virginia and the army of Tennessee. In the vicinity of Metairie are Greenwood, Odd Fellows' Rest, Firemen's and others. Canal or Esplanade Belt cars.

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H. Sophie Newcomb College—Washington Avenue, Camp, Chestnut and Sixth Streets. It is here the celebrated Newcomb Art Pottery is made. Prytania or Coliseum cars.

Lee Circle—Where St. Charles Street and St. Charles and Howard Avenues join. On a grassy mound stands a colossal marble shaft surmounted by the bronze heroic-sized statue of General Robert E. Lee, of the Confederate Army.

New Orleans Library—Donated by Andrew Carnegie. Lee Circle and St. Charles Avenue.

Audubon Park—The largest park in New Orleans; contains 250 acres; formerly the site of the Cotton States Exposition held in 1884. This park is celebrated for its grove of magnificent live-oak trees draped with gray Spanish moss. Has pretty driveways and rare and stately palms, shrubbery and tropical plants. Opposite one entrance is Tulane University. Can be reached by Tchoupitoulas, Magazine, Prytania, St. Charles or Tulane Belt cars.

Liberty Place—Head of Canal Street, where the White League riot occurred in which the citizens defeated the Federal police, some eighteen prominent men being slain, on September 14, 1874.

Lafayette Square—Camp, St. Charles, North and South Streets, five blocks from Canal. Statues of Henry Clay and John McDonogh. The latter bequeathed large sums to public education, and nearly all the New Orleans public schools are named after him. The City Hall and new Postoffice face the square on opposite sides.



ST. ANTHONY'S GARDEN



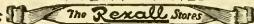
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The Esplanade Belt runs along Canal Street to Rampart, turning into North Rampart until Esplanade Avenue is reached; out Esplanade until Bayou St. John is crossed, then along City Park to Canal, and Canal back to the city.

In this ride can be seen the aristocratic streets and avenues of the latter Creole days, with many handsome residences and spacious grounds.

Along this route the Fair Grounds and Race Track can be reached; also the famous Jockey Club, which is now a residence park and dwelling.

Over the bridge of the old Bayou St. John the car passes by the Beauregard Monument, then the beautiful oaks of the City Park can be seen, stately and grand, with tufts of gray moss hanging from their enormous branches and covering over eighty acres of the park.

The car soon reaches the various cemeteries, then turning into Canal Street, lands one in the heart of the city after an hour's most interesting ride.

The Canal Belt traverses the same route in the opposite direction.

The St. Charles Belt, starting on Canal Street, turns into Baronne; out this busy street to Howard Avenue, then past Lee Circle into St. Charles Avenue, out this beautiful avenue, past Tulane University, to Carrollton, along Carrollton to Tulane, then to South Rampart and back into Canal.

This ride carries one something over ten miles through some of the prettiest and most fashionable parts of the city. St. Charles Avenue varies in width, averaging about one hundred and thirty feet, having in the center a grassy strip known as the "Neutral Ground," bordered for most of its length by rows of trees. On either side of this are roadways for vehicles, the cars being operated on the Neutral Ground.

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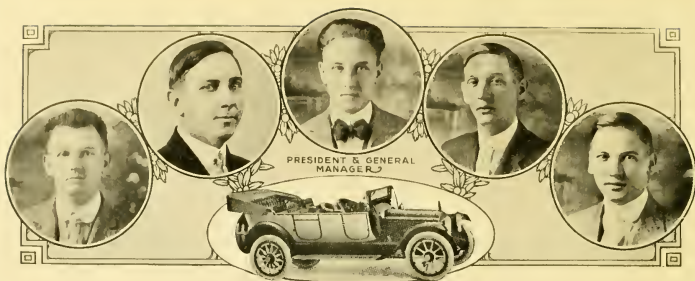
The most magnificent structures, the residences of wealthy and influential citizens, are located along this route, each with its large garden of tropical plants and yard full of flowers. At St. Charles and Lee Circle is the new building of the New Orleans Public Library; St. Charles and Clio, the Athenaeum; and, further out, on the corner of Jackson, is the white marble home of the Harmony Club.

The car then passes Rosa Park, Tulane University, Audubon Place, a residence park, where there are a number of fine residences, Audubon Park and the Golf Links, being near by, soon reaching Carrollton Avenue; then Tulane Avenue, to the Baseball Park; past the Hotel Dieu, a private hospital; Charity Hospital, the Parish Court House, into South Rampart and back to Canal.

The Tulane Belt traverses the same route in the opposite direction.

West End and Spanish Fort lines make the most delightful suburban ride of New Orleans. The West End and Spanish Fort electric express trains start from the corner of Canal and Rampart, running along Canal to the cemeteries, past the Half-Way House, along the New Basin Canal and Shell Road to West End, and thence to Spanish Fort, along the shore of Lake Pontchartrain. This ride covers about fifteen miles.

All car lines leave and return to a point within one block of the St. Charles Hotel.



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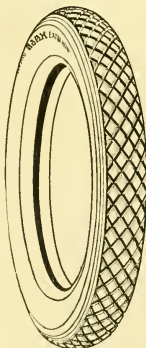
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A *Souvenir of the "Paris of America"* would be incomplete without the recipes for a few of the creole dishes for which New Orleans and the St. Charles Hotel chefs are justly famous.



Bouillabaisse

Six slices of red snapper, six slices of redfish, one-half bottle of white wine, one-half lemon, six large, fresh tomatoes, three onions, one herb bouquet, three cloves of garlic, three bay leaves, three sprigs of thyme, three sprigs of parsley, six allspices, two tablespoonfuls of olive oil, one good, strong pinch of saffron; salt, pepper and cayenne to taste.

This is the dish that drew from Thackeray that famous tribute to Creole Cookery: "In New Orleans you can eat a bouillabaisse, the like of which was never eaten in Marseilles or Paris." The reason is clear; for in those old French cities the bouillabaisse is made from the fish of the waters of the Mediterranean Sea, notably the sturgeon and the perch combined, while in New Orleans it is made from those matchless fish of the Gulf of Mexico, the red snapper and the redfish (poisson rouge). It will be noticed that it takes two kinds of fish to make a bouillabaisse. The first bouillabaisse was made in Marseilles, and the old Creole tradition runs that it was the discovery of two sailor fishermen, who were disputing as they were in the schooner as to proper way of cooking a sturgeon and a perch combined. One succeeded in making a delightful dish that would have gladdened the heart of any old French "bon vivant." The other failed. The successful one enthusiastically offered to teach his friend, and as the latter was following the directions implicitly, and the finishing touches were being given to the dish, the teacher, seeing that the critical and important moment had come when the fish must be taken from the fire or it would be spoiled if cooked a moment longer, cried out, bringing down his hand emphatically: "*Et quand ça commence à bouillir —baisse!*" Hence, the name "bouillabaisse" which was given to the dish from that moment. From all portions of Europe people go to Marseilles to eat a "bouillabaisse" on the seashore.

The taste of the bouillabaisse still lingered in the mouths of the old French-Creole settlers of New Orleans. The famous old chefs sought two fish from the waters of the Mexican Gulf that might be used in the making of the dish with a reasonable hope of success. They chose the red snapper and the redfish. The result is told in Thackeray's tribute. The Creole bouillabaisse, with the modifications and improvements that early ingenuity suggested, is a dish that was the standing offering in antebellum days to every distinguished Parisian or foreigner that visited New Orleans. Its reputation is sustained by the Creole cuisinieres of our own day. It is made as follows:

First cut off the head of the red snapper and boil it in about one and a half quarts of water, so as to make a fish stock. Put one slice onion and an herb bouquet, consisting of thyme and bay leaf, into the water. When reduced to one pint, take out the head of the fish and the herb bouquet and strain the water and set aside for use later on.

Take six slices of redfish and six slices of red snapper of equal sizes and rub well with salt and pepper. Mince three sprigs of thyme, three sprigs of parsley, three bay leaves and three cloves of garlic, very, very fine, and take six allspice and grind them very fine, and mix thoroughly with the minced herbs and garlic. Then

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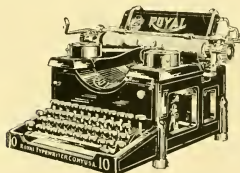
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take each slice of fish and rub well with this mixture till every portion is permeated by the herbs, spice and garlic. They must be, as it were, soaked into the fish, if you would achieve the success of this dish. Take two tablespoonfuls of fine olive oil and put into a very large pan, so large that each slice of the fish may be put in without one piece overlapping the other. Chop two onions very fine and add them to the heating oil. Lay the fish slice by slice in the pan, and cover, and let them "etouffe," or smother, for about ten minutes, turning once over so that each side may cook partly. Then take the fish out of the pan and set the slices in a dish. Pour a half bottle of white wine into a pan and stir well. Add six large fresh tomatoes, sliced very fine, and let them boil well. Then add half a lemon, cut in very thin slices, and pour over a pint of the liquor in which the head of the snapper was boiled. Season well to taste with salt, pepper and a dash of cayenne. Let it boil until very strong and till reduced almost one-half; then lay the fish, slice by slice, apart one from the other, in the pan, and let boil five minutes. In the meantime have prepared one good pinch of saffron, chopped very fine. Set it in a small, deep dish and add a little of the sauce in which the fish is boiling to dissolve well. When well melted and when the fish has been just five minutes in the pan, spread the saffron over the top of the fish. Take out of the pan, lay each slice on toast, which has been fried in butter; pour the sauce over, and serve hot immediately, and you will have a dish that Lucullus would have envied.

Gumbo Nouvelle Orleans

To a chicken add half a pound knuckle of ham; chop up both in one-inch pieces and fry them brown in two tablespoonfuls of boiling lard; add to them four large crabs cut up, two dozen oysters and a pound of peeled shrimp; cut into this four dozen small okra pods, one large onion, a little red pepper, and salt to taste. Let all simmer on a slow fire for about twenty minutes; then fill up with warm water, enough to cover the contents two inches deep. Let this boil for two hours. Serve with Louisiana steamed rice.

Poulet Creole

Here you have a dish for which any old Creole of New Orleans would go on foot from Carrollton to the Barracks, a distance of fifteen miles, merely to get a taste of:

Two very fine chickens, two tablespoonfuls of butter, two tablespoonfuls of flour, six large fresh tomatoes, six fresh, sweet, green peppers, two cloves of garlic, three large onions, three sprigs each of thyme and parsley, two bay leaves, one pint consomme or boiling water. Salt and pepper to taste. Take two spring chickens and clean them nicely and cut into pieces at the joints. Season well with salt and pepper. Put two tablespoonfuls of butter into a stewpan, and, when it melts, add the chickens. Let this brown slowly for a good five minutes. Have ready three large onions sliced. Add these to the chickens and let them brown. Every inch must be nicely browned, but not in the slightest degree burned. Add two tablespoonfuls of flour; let this brown. Then add half-dozen large, fresh tomatoes, nicely sliced, and let these brown. Cook very slowly, allowing the mixture to simply simmer. Add chopped parsley, thyme and bay leaf, and two cloves of garlic finely minced. Let all brown without burning. Cover and let it smother over a slow but steady fire. The tomato juice will make sufficient gravy as yet. Add a half dozen green peppers (sweet), taking the seeds out before adding and slicing the peppers very fine. Stir well. Let all smother steadily for twenty minutes at least, keeping well covered and stirring occasionally. When well smothered, add one cup of consomme. Let it cook again for a full hour, very, very slowly over a steady fire, and season again to taste. Cook ten minutes and serve hot.



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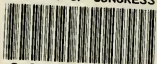
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